C1750-1

# Broadcasting Jun 17

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*Spring Birch numbers: war blip leveled; new money for radio*

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KRBC WXXA KOAT KLAX WTAJ KAMR KTUU WXIA
WJBF KXAN KGET WBAL WABL WBRZ KJAC
KTVQ WBNG WBMG KFYR KTVB WLVI KXLF WWTV
KTWO KWWL WCBD WDEF KRCR WCPO WEWS
KRDO KMIZ WTVM WBNS KXAS KWQC WDTN WAND
KUSA WHO WDIV KDLH KTSM WJET KEZI
WEHT KVRR WPDE WPTA WINK WCJB KJCT WOTV
KRTV WGBA WFMY WNCT WFSB WHLT KHNL
WOWK WAFF KPVI WTHR WJTV WTLV WJHL KODE
KSHB WATE WLAX KADN WILX KVBC WLEX
KASN KCAL KLBK WGXA WMTV WLUC KOBI/KOTI
WMC WISN KARE KPAX KNOE KCBA WAVY
KOSA KOCO KETV KTVO WPSD WMBB WHOI KPNX
KGW WNAC WPTF KOLO WTVR WSLS KAAL
KCRA WMDT KENS KICU WSAV WYOU KING KTAL
KELO WSPA KREM WWLP KYTV KTVI WIXT
WCTV WFLA KCEN WUPW WIBW KOLD KJRH KTAS
KETK WUTR WUSA WSAW KRGV WPTV WTRF
KAUZ WWAY WFMJ KYMA

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# THIS WEEK

### 19 / FCC ACTION

The FCC had a busy and productive meeting last week, adopting a new "effective competition" standard that will expose thousands of cable systems to municipal rate regulation; carving out spectrum for digital audio broadcasting; settling—once and for all—what broadcasters' obligations are under the law requiring them to sell time to political candidates before elections at their largest discount or "lowest unit charge," and bringing some certainty to the authorization of satellite TV stations.

### 22 / MAY RATINGS BOOST

With most of the May rating books in, viewing to syndicated shows generally rebounded to normal levels after Persian Gulf war interruptions had caused a sharp drop in viewing last February.

### 23 / ABC AFFILIATES ADDRESS CONCERNS

Two dayparts of greatest concern to ABC affiliates—late night and daytime—are addressed at the network's annual meeting. There will be significant changes in both areas.

### 25 / TAKING THE FIELD

Television and radio outlets in Miami and Denver will soon vie for regional rights to carry Major League Baseball's newest franchises. Most players expect a more pitched battle in the Sunshine State.

ABC Entertainment President Robert Iger with Jamie Lee Curtis, Richard Lewis of 'Anything But Love' at ABC affiliate meeting (page 23)

### 26 / SPENDING MORE OVERSEAS

A U.S. Commission on Public Diplomacy said in a 56-page report released last week, that the government is spending too much on TV Marti. The report also recommended increased funding (primarily to the USIA) and consolidating all U.S. international radio and TV broadcast services into one organization.

### 28 / PBS FALL SHOWCASE

With a special emphasis on public TV's role in educating and informing Americans of all ages, about 750 noncommercial station executives met in Orlando, Fla., for the Public Broadcasting Service's annual meeting. A sneak preview of next fall's national schedule—including another history-based mini-series, *Columbus and the Age of Discovery*—and congratulations from President George Bush were among the highlights.

### 30 / BPME LOOKS AHEAD

This week's Broadcast Promotion Management Executives conference in Baltimore will focus more on radio and cable than in years past. The association will also pay more attention to the marketing and cost side of the business.

Attendance may be down slightly from a year ago, but among those expected are more than a dozen distributors. They will show off new promotional packages for their syndicated programing (see page 53).

### 31 / RIVERA'S NEW SHOW GETS STAFFED

Al Primo, former news director and TV news consultant, has been named executive producer of the new syndication magazine *Now It Can Be Told*, scheduled to debut next September. It is produced by Geraldo Rivera's Investigative News Group and distributed by Tribune Entertainment.

### 34 / BLIP BREAK

Now that the Persian Gulf war is three months past, the ratings blip enjoyed by news stations has evened off—although not necessarily returning to pre-war levels. Meantime, Urban-formatted stations again are showing strength in the spring 1991 Birch survey, released for seven top 10 markets this week.

### 35 / THE GOLD FOLD

While more stations attempt to grasp a piece of the baby boom bubble, the differences between many of those stations are becoming more difficult to distinguish. Many stations increasingly are turning to oldies for help: solid gold hits of the '60s and '70s; the best of the '60s, '70s and '80s; soft hits of the '70s and '80s; classic rock of the '70s and '80s, and a mix of '70s and '80s oldies and

Buena Vista Television's 'Darkwing Duck' hopes to fly at BPME (page 53)

today's top 40 hits are creating a format fragmentation that is causing many stations to develop a market identity crisis.

### 39 / NIELSEN ERROR IN D.C.

Nielsen Media Research has asked TV stations in the Washington market to return all copies of its May 1991 audience measurement survey while the company corrects its data. Nielsen executives said as far as they knew the recall was a first, but some observers said there is a possibility that the same problem could happen just as easily in other markets around the country.

### 40 / VENEVISION PLANS HISPANIC NETWORK

Venevision International, the Miami-based distribution arm of the Venezuelan TV network, said it will launch a new cable network targeted to U.S. Hispanic homes. The company will spend between $20 million and $25 million to launch Spanish Cable Network between February and May next year. Program details are still sketchy at this point for the proposed new cable service, but the daily schedule would include a mix of movies, daytime serials and hourly news updates.

### 44 / TALKIN' (BUT NOT BUYIN') BASEBALL

Cable baseball advertising had a decent second quarter, but no one is sure what to expect for third quarter.

### 45 / ABC FARMS CABLE

First it was Nickelodeon. Now ABC is getting programing from MTV and Lifetime. The broadcast network has entered into one-time programing arrangements with the last two cable networks, airing a one-hour special celebrating MTV's 10th anniversary next fall, and this summer airing a Lifetime original movie that premiered on the cable channel in March.

**'Columbus and the Age of Discovery' sets sail on PBS Oct. 6-9 (page 28)**

### 47 / BUILDING INTERACTIVE TV MARKET

TV Answer Inc. has begun seeking entrepreneurs across the country to help it build a market for interactive television technology.

### 50 / DBS PERMITS: WHO'S ON SECOND?

Media Access Project has agreed to withdraw its petition to deny a high-power direct broadcast satellite license to TCI. Now the FCC must decide whether the cable giant is second or last in line for the remaining 24 frequencies positioned to reach the whole nation.

### 52 / 'RE-EQUITIZATION'

A trend has surfaced of media companies offering stock, convertible debt, or other forms of equity. Financings are helping to deleverage media balance sheets.

### 59 / GOING PUBLIC

Laser-Pacific, a privately held Hollywood, Calif.-based post-production company, has issued a prospectus for 1,650,000 shares, which it estimates will be offered publicly at a price between $9 and $11 per share. Much of the equity raised will be used to pay bank debt.

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# RATINGS ROUNDUP

| | | 7:00 PM | 7:30 PM | 8:00 PM | 8:30 PM | 9:00 PM | 9:30 PM | 10:00 PM | 10:30 PM |
|---|---|---|---|---|---|---|---|---|---|
| MONDAY 6/3 | ABC 9.6 / 18 | | | MACGYVER (51) [8.8 / 17] 8.4 / 17 | 9.1 / 17 | ABC MONDAY NIGHT MOVIE—BABY M PT2. (33) [10.0 / 18] 8.5 / 15 | 9.5 / 16 | 10.6 / 19 | 11.2 / 21 |
| | CBS 11.3 / 21 | | | EVENING (30) SHADE 10.3 / 21 | MAJOR (19) DAD 11.7 / 22 | MURPHY (7) BROWN 14.0 / 24 | DESIGNING (6) WMN. 14.2 / 24 | GOOD SP. (40) SPORTS 9.7 / 17 | CLIPPERS (56) SP. 8.0 / 15 |
| | NBC 10.2 / 19 | | | FRESH (35) PRINCE 9.9 / 20 | BLOSSOM (49) 9.0 / | NBC MONDAY NIGHT MOVIE—FALSE WITNESS (27) [10.6 / 19] 9.9 / 17 | 10.3 / 17 | 10.8 / 19 | 11.5 / 22 |
| | FOX 4.8 / 9 | | | FOX NIGHT AT THE MOVIES—WALL STREET (81) [4.8 / 9] 4.0 / 8 | 4.7 / 9 | 4.8 / 8 | 4.9 / 8 | 5.6 / 10 | |
| TUESDAY 6/4 | ABC 12.4 / 22 | | | WHO'S THE (22) BOSS 11.2 / 22 | HEAD OF (25) CLASS 10.9 / 20 | ROSEANNE (3) 15.5 / 27 | COACH (8) 13.2 / 22 | CHINA BEACH (15) [11.8 / 21] 12.1 / 21 | 11.5 / 22 |
| | CBS 9.7 / 17 | | | RESCUE 911 (40) 9.7 / 18 9.2 / 18 | 10.1 / 19 | CBS TUESDAY NIGHT MOVIE— TAKEN AWAY (40) [9.7 / 17] 7.8 / 14 | 8.8 / 15 | 10.9 / 19 | 11.3 / 21 |
| | NBC 10.3 / 19 | | | MATLOCK (28) [10.5 / 20] 9.8 / 19 | 11.2 / 21 | HEAT OF THE NIGHT (9) [12.4 / 21] 11.9 / 21 | 12.9 / 22 | C. EVERT KOOP M.D. (56) [8.0 / 15] PRW. SP. 8.4 / 15 | 7.6 / 14 |
| WEDNESDAY 6/5 | ABC 9.2 / 17 | | | WONDER (44) YEARS 9.6 / 19 | GROWING (33) PAINS 10.0 / 19 | DOOGIE (22) M.D. 11.2 / 20 | ANYTHING (30) B.LOVE 10.3 / 17 | EDDIE DODD (63) [7.1 / 13] 7.3 / 13 | 7.0 / 13 |
| | CBS 7.7 / 14 | | | ROCKY & (84) BULLW. 4.2 / 8 | FIVE UP, SP. (85) TWO DN 4.0 / 8 | JAKE AND FAT MAN (40) [9.7 / 17] 9.2 / 16 | 10.2 / 17 | 48 HOURS (48) [9.2 / 17] 9.7 / 17 | 8.6 / 16 |
| | NBC 14.8 / 27 | | | UNSLVD. MYSTERIES (12) [12.0 / 23] 11.2 / 22 | 12.9 / 25 | NBA FINALS GAME 2— LAKERS VS. BULLS (1) [16.1 / 29] 13.7 / 25 | 16.1 / 28 | 16.7 / 29 | 18.4 / 33 |
| THURSDAY 6/6 | ABC 8.5 / 16 | | | FATHER DOWLING (65) [7.0 / 14] 6.8 / 14 | 7.1 / 14 | GABRIEL'S FIRE (62) [7.7 / 14] 7.4 / 14 | 8.1 / 14 | PRIMETIME LIVE (26) [10.8 / 21] 10.5 / 20 | 11.1 / 22 |
| | CBS 7.2 / 14 | | | TOP COPS (56) [8.0 / 16] 7.5 / 15 | 8.6 / 17 | BROKEN BADGES SP. (66) [6.9 / 12] 6.7 / 12 | 7.2 / 13 | OVER MY DEAD (69) [6.6 / 13] BODY SP. 6.9 / 13 | 6.3 / 13 |
| | NBC 11.8 / 22 | | | COSBY (14) 11.9 / 24 | DIFFERENT (11) WORLD 12.2 / 24 | CHEERS (5) 15.0 / 27 | SEINFELD (12) 12.0 / 21 | L.A. LAW (35) [9.9 / 19] 9.9 / 18 | 10.0 / 20 |
| | FOX 7.5 / 14 | | | SIMPSONS (53) 8.5 / 17 | BABES (71) 5.8 / 11 | BEVERLY HILLS 90210 (59) [7.8 / 14] 7.4 / 14 | 8.2 / 15 | | |
| FRIDAY 6/7 | ABC 11.0 / 22 | | | FULL (21) HOUSE 11.3 / 26 | FAMILY (15) MAT. 11.8 / 25 | PERFECT (30) STRGN. 10.3 / 21 | GOING (49) PLACES 9.0 / 17 | 20/20 (15) [11.8 / 23] 11.4 / 22 | 12.2 / 24 |
| | CBS 7.1 / 14 | | | GUNS OF PARADISE (80) [4.9 / 11] 4.6 / 10 | 5.2 / 11 | CBS FRIDAY NIGHT MOVIE—OUTSIDE WOMAN (55) [8.2 / 16] 7.8 / 16 | 7.8 / 15 | 8.6 / 16 | 8.4 / 16 |
| | NBC 11.2 / 23 | | | HUNTER (74) [5.3 / 12] 5.0 / 12 | 5.5 / 12 | NBA FINALS GAME 3— BULLS VS. LAKERS (2) [15.7 / 31] 11.7 / 24 | 14.0 / 27 | 14.6 / 28 | 16.1 / 30 |
| | FOX 4.1 / 8 | | | AMERICA'S MOST (77) [5.1 / 11] WANTED 5.0 / 11 | 5.3 / 11 | DEA: SP. TASK FORCE (90) [3.0 / 6] 2.9 / 6 | 3.0 / 6 | | |
| SATURDAY 6/8 | ABC 6.5 / 15 | | | YOUNG RIDERS (71) [5.8 / 14] 5.5 / 14 | 6.1 / 14 | ABC SATURDAY NIGHT MOVIE—STRANGER ON MY LAND (66) [6.9 / 15] 5.4 / 12 | 5.8 / 12 | 7.3 / 15 | 8.9 / 19 |
| | CBS 5.4 / 12 | | | CBS SATURDAY NIGHT MOVIE—LAKER GIRLS (71) [5.8 / 13] 4.7 / 12 | 5.7 / 13 | 6.3 / 14 | 6.7 / 14 | DOCTOR (77) DOCTOR 5.1 / 11 | GOOD (85) SPORTS 4.0 / 9 |
| | NBC 9.2 / 21 | | | AMEN (66) 6.9 / 17 | AMER. (63) DREAM. 7.1 / 17 | GOLDEN (24) GIRLS 11.0 / 24 | EMPTY (15) NEST 11.8 / 25 | SISTERS (47) [9.3 / 20] 9.4 / 20 | 9.2 / 20 |
| | FOX 3.8 / 9 | | | TLY. HID. (89) VIDEO 3.4 / 8 | YEAR- (91) BOOK 2.4 / 6 | COPS (82) 4.3 / 10 | COPS 2 (79) 5.0 / 11 | | |
| SUNDAY 6/9 | ABC 8.3 / 16 | SEAWORLD'S (82) [4.3 / 9] SUMMER 4.0 / 9 | 4.6 / 10 | AMR. FUN (37) VIDEO 9.8 / 19 | AMR. FUN (37) PLP. 9.8 / 18 | ABC SUNDAY NIGHT MOVIE—BROKEN ANGEL (45) [9.5 / 17] 8.2 / 14 | 9.2 / 16 | 10.2 / 18 | 10.3 / 20 |
| | CBS 10.9 / 21 | 60 MINUTES (9) [12.4 / 27] 11.8 / 26 | 13.1 / 27 | SUNDAY (51) DINNER 8.5 / 17 | ALL IN THE (28) FMLY 10.5 / 19 | MURDER SHE WROTE(20)[11.6 / 20] 10.8 / 19 | 12.4 / 21 | TRAILS OF ROSIE (37) [9.8 / 18] O'NEIL 9.8 / 18 | 9.9 / 19 |
| | NBC 12.8 / 25 | NBA FINALS GAME 4— BULLS VS. LAKERS (4) [15.2 / 30] 11.9 / 28 | 14.1 / 30 | 14.8 / 29 | 16.4 / 31 | 18.3 / 32 | | LAW AND ORDER SP. (54) [8.3 / 15] 8.3 / 15 | 8.3 / 15 | EXPOSE (59) 7.8 / 15 |
| | FOX 5.8 / 11 | TRUE CLR. (86) 3.6 / 8 | P. LEWIS (87) 3.7 / 8 | IN LIVING (70) COLOR 6.4 / 12 | GET A LIFE (75) 5.2 / 9 | MRD. WITH (46) CHILD. 9.4 / 16 | TOP OF (59) HEAP 7.8 / 13 | SUNDAY COMICS (75) [5.2 / 10] 5.3 / 10 | 5.0 / 10 |

| | | | | |
|---|---|---|---|---|
| WEEKLY PRIME TIME AVERAGE | ABC 9.3 / 18 | CBS 8.6 / 16 | NBC 11.5 / 22 | FOX 5.3 / 10 |
| SEASON PRIME TIME AVERAGE | ABC 12.0 / 20 | CBS 11.9 / 20 | NBC 12.4 / 21 | FOX 6.3 / 11 |

YELLOW = 1/2 HR WINNER

*—PREMIERE

NIGHTLY RATING / SHARE (##)—RANKING [##]—PROGRAM RATING / SHARE HALF-HOUR RATING / SHARE SOURCE: A.C. NIELSEN

# RADIO

## NEWS BOOST DROPS, URBAN HAS STRONG SHOWING

As expected, the Persian Gulf war ratings blip enjoyed by news stations in the winter 1991 Birch survey has leveled off again—although some information stations seem to have picked up new loyal listeners. Among the top 10 markets, WINS(AM) New York, KGO(AM) and KCBS(AM) both San Francisco, KYW(AM) Philadelphia and WTOP(AM) Washington all have picked up at least half a point over their respective pre-war, fall 1990 numbers.

Also, after a modest winter book, Urban radio again is showing its strength, with six stations posting gains and only one (WGCI-FM Chicago) slipping, although still holding firmly in first place.

Market-by-market highlights include:

■ New York: Urban-formatted WRKS(FM) gained slightly to finish first at 7.5, while WBLS(FM) picked up almost a full point to come in second with a 5.4.

■ Los Angeles: KKBT(FM), which dipped a bit in the winter '91 book, picked up a full point to lead the pack with a 6.6. KIIS-AM-FM finished in second, up from 5.9 to 6.4, while AOR outlet KLOS(FM) continued to show improved numbers, moving into third at 6.3.

■ Chicago: As noted above, Urban-formatted WGCI-FM dropped a half point, finishing at 9.4, still ahead of CHR outlet WBBM-FM, which remained in second with a slightly improved 8.7. The big news was the format/call-letter change at former Soft AC WFYR-FM, which switched to WWBZ-FM and an AOR format—and quickly leaped from 1.6 to 4.1.

■ San Francisco: Perennial news leader KGO(AM) dropped a half point to 8.5 but remained in first place, .5 ahead of its pre-war numbers. Century Broadcasting's CHR-formatted KMEL(FM) picked up a full point to secure its place as the city's top music station with an 8.4, well ahead of news station KCBS(AM) (4.3) and Urban KSOL(FM) (4.1).

■ Philadelphia: Urban-formatted WUSL(FM) picked up most of the audience it lost in the last survey, jumping from 9.0 in the winter to 10.8—but still a full point behind the 11.8 the station earned in fall 1990. Classic rocker WYSP(FM) posted similar gains, surging from 6.0 to 7.6, while news-formatted KYW(AM) dropped from a 9.0 in winter '91 to 6.8.

■ Washington: Urban-leaning CHR WPGC-FM climbed to 12.2 from 11.8. Second-place finisher WKYS(FM) remained motionless with a 6.4, while CHR-formatted WAVA(FM) took third with a 5.2. Also, a strong showing was posted by WASH(FM), which jumped from 2.6 into fifth place with a 4.3.

■ Boston: CHR has a hold on Boston, with WZOU(FM) and WXKS-FM holding the one-two slots with 10.0 and 7.0, respectively.

Numbers for Detroit, Dallas-Fort Worth and Houston—the sixth, eighth and 10th markets, respectively, will be released next week. All numbers reflect persons 12-plus, Monday-Sunday, 6 a.m. to midnight. ■

| *Station* | *Format* | *Winter '91* | *Spring '91* |
|---|---|---|---|
| **1. NEW YORK** | | | |
| WRKS(FM) | Urban | 7.3 | 7.5 |
| WBLS(FM) | Urban | 4.6 | 5.4 |
| WQHT(FM) | CHR | 5.0 | 5.2 |
| WINS(AM) | News | 5.2 | 4.4 |
| WLTW(FM) | Soft AC | 4.0 | 4.4 |
| WCBS-FM | Oldies | 4.7 | 4.3 |
| WNEW-FM | AOR | 4.2 | 4.3 |
| WHTZ(FM) | CHR | 4.4 | 4.0 |
| WOR(AM) | Talk | 3.7 | 3.6 |
| WNSR(FM) | Soft AC | 3.2 | 3.5 |
| WXRK(FM) | Classic Rock | 3.3 | 3.5 |
| **2. LOS ANGELES** | | | |
| KKBT(FM) | Urban | 5.6 | 6.6 |
| KIIS-AM-FM | CHR | 5.9 | 6.4 |
| KLOS(FM) | AOR | 5.5 | 6.3 |
| KPWR(FM) | CHR | 5.1 | 5.0 |
| KABC(AM) | Talk | 5.1 | 4.6 |
| KOST(FM) | Soft AC | 5.3 | 4.6 |
| KROQ-FM | AOR | 4.2 | 4.4 |
| KTWV(FM) | New Age | 3.3 | 3.5 |
| KLVE(FM) | Spanish | 2.3 | 3.4 |
| KLSX(FM) | Classic Rock | 2.6 | 3.1 |
| KWKW(AM) | Spanish | 2.6 | 3.1 |
| **3. CHICAGO** | | | |
| WGCI-FM | Urban | 9.9 | 9.4 |
| WBBM-FM | CHR | 8.6 | 8.7 |
| WGN(AM) | MOT/Talk | 8.2 | 8.0 |
| WVAZ(FM) | Black | 4.8 | 6.7 |
| WUSN(FM) | Country | 4.2 | 4.7 |
| WCKG(FM) | Classic Rock | 4.9 | 4.5 |
| WWBZ-FM | AOR | 1.6 | 4.1* |
| WBBM(AM) | News | 5.1 | 3.9 |
| WLUP-FM | AOR | 4.7 | 3.6 |
| WLUP(AM) | Talk | 3.0 | 3.2 |
| WNUA(FM) | AC | 2.5 | 3.2 |
| WXRT(FM) | AOR | 3.2 | 3.2 |
| **4. SAN FRANCISCO** | | | |
| KGO(AM) | News/Talk | 9.0 | 8.5 |
| KMEL(FM) | CHR | 7.4 | 8.4 |
| KCBS(AM) | News | 5.0 | 4.3 |
| KSOL(FM) | Urban | 3.6 | 4.1 |
| KRQR(FM) | AOR | 2.8 | 3.3 |
| KIOI(FM) | AC | 3.2 | 3.1 |
| KNBR(AM) | Sports | 2.4 | 3.1 |
| KBLX-FM | New AC | 2.9 | 2.8 |
| KFRC(AM) | Classic MOR | 3.1 | 2.8 |
| KKSF(FM) | AC | 1.7 | 2.8 |
| KSAN(FM) | Country | 3.1 | 2.8 |
| **5. PHILADELPHIA** | | | |
| WUSL(FM) | Urban | 9.0 | 10.8 |
| WMMR(FM) | AOR | 7.8 | 8.1 |
| WYSP(FM) | Classic Rock | 6.0 | 7.6 |
| KYW(AM) | News | 9.0 | 6.8 |
| WIOQ(FM) | CHR | 7.8 | 6.6 |
| WDAS-FM | Urban | 4.4 | 5.5 |
| WPEN(AM) | Nostalgia | 4.5 | 5.3 |
| WEGX(FM) | CHR | 6.1 | 4.7 |
| WWDB(FM) | Talk | 5.2 | 4.5 |
| WXTU(FM) | Country | 4.2 | 4.1 |
| **7. WASHINGTON** | | | |
| WPGC-FM | CHR | 11.8 | 12.2 |
| WKYS(FM) | Urban | 6.4 | 6.4 |
| WAVA(FM) | CHR | 4.6 | 5.2 |
| WMZQ-A-F | Country | 5.2 | 4.8 |
| WASH(FM) | AC | 2.6 | 4.3 |
| WGAY-FM | Easy | 3.8 | 4.2 |
| WHUR(FM) | Urban | 3.9 | 4.0 |
| WMAL(AM) | AC | 4.3 | 4.0 |
| WTOP(AM) | News | 4.2 | 4.0 |
| WWDC-FM | AOR | 4.5 | 3.9 |
| **9. BOSTON** | | | |
| WZOU(FM) | CHR | 10.5 | 10.0 |
| WXKS-FM | CHR | 7.1 | 7.0 |
| WBCN(FM) | AOR | 6.8 | 6.6 |
| WRKO(AM) | Talk | 6.5 | 6.2 |
| WBZ(AM) | AC | 6.5 | 5.6 |
| WSSH-FM | Easy | 4.1 | 4.7 |
| WZLX(FM) | Classic Rock | 4.1 | 4.7 |
| WODS(FM) | Oldies | 4.3 | 4.2 |
| WAAF(FM) | CHR | 3.2 | 3.9 |
| WHDH(AM) | Talk | 3.7 | 3.5 |
| WVBF(FM) | AC | 3.5 | 3.5 |

**Changed call letters from WFYR-FM and format from Soft AC April 1, 1991*

# BUSINESS

## MEDIA COMPANIES RE-BALANCE THE BALANCE SHEET

*Growing number use equities to raise funds and retire debt*

The wonders of debt were well touted in the 1980's. Principal and interest repayments could be individually structured according to each company's needs, and the latter provided a tax-deductible expense. The leverage itself was supposedly manageable in a growing economy and provided investors with a built-in upside.

Several years ago equally important truths about the burdens of debt became apparent. But until recently few companies had any alternative but to let the problem reach crisis proportions, at which point a renegotiation with creditors would take place.

Within recent months the rebound in the equity market has provided the essential condition for financing using stocks or stock-related securities. Companies—including Time Warner, Viacom and Clear Channel Communications—have either sold or are in the process of selling stock directly to the public. Others, including Tribune and Tele-Communications Inc., have sold or are selling debt that is convertible into stock. Even TCI's proposed stock purchase of United Artists Entertainment, noted one investment banker, is a form of equity financing. There is even an initial public offering by Laser-Pacific, a post-production company (see story, page 59).

Debt reduction is the immediate purpose of virtually all these financings, leading to a change in the balance sheet composition termed "re-equitization" by some. Great American Communications, Telemundo, Turner Broadcasting and Orion Pictures are among those swapping stock directly for interest-bearing securities.

But equity may be a better way to finance, even if debt repayment is not a pressing necessity, said Fred Seegal, co-head of corporate finance at Salomon Brothers. Seegal said that lending institutions such as banks and insurance companies can no longer be relied upon to provide "consistency," because of financial regulatory uncertainties. And Greg Seibert, of Merrill Lynch, said raising cash via asset sales is also viewed less favorably now.

The choice of whether to issue stock, convertible debt or retire debt in a swap depends on the particular situation of a company, said Michael Garstin, managing director of Bear, Stearns & Co., with highly leveraged companies finding it difficult to sell stock directly to the public: "The stock price has got to be already somewhat strong in order to raise additional money. Orion for instance has about 22 million shares selling at $4. Even assuming they could issue another 10 million shares, that doesn't even make a dent in their $500 million debt structure."

Highly leveraged companies such as Orion are still helped by the equity market boom because it eases the task of making equity-for-debt swaps. Robert Kricheff, director of high-yield research at First Boston, said: "Just seeing the stock prices increase has given the bondholders comfort both in their willingness to accept stock, which might become more valuable, and in the knowledge that companies can raise additional cash." Agreeing was Gary Ozanich, research analyst at Prudential Bache: "If anything, the junk market may be overestimating the ability of companies to be bailed out through equity offerings."

As the recent decline in the price of Time Warner has shown, existing stock owners aren't always happy about additional equity, since it "dilutes" their ownership. Some have also suggested that shareholders should receive better treatment vis-a-vis debt holders. But Mark Greenberg, with Scudder Stevens & Clark, said: "We [equity holders] get the upside potential and we also must take the downside risk."

In some cases further enlarging a company's pool of stock may be beneficial. Mark Mays, vice president and treasurer of Clear Channel, said: "We have traditionally had a bad float in our stock, since 70% is already held by insiders."

There are likely to be more equity or equity-related financings in the near future. Jeffrey Sine, a principal at Morgan Stanley, said that investment bank alone has "four or five media equity offerings in the pipeline." –GF

### ROSTER OF 'RE-EQUITIZATION'

STOCKS AND/OR STOCK-RELATED SECURITIES OVER LAST 12 MONTHS

| *Company* | *Proceeds* | *Type of Financing* |
|---|---|---|
| Clear Channel | $22,500,000 | Proposed secondary stock |
| Comcast | $195,000,000 | Convertible debt/secondary stock |
| Great American | 13,200,000 shares | Debt/common swap |
| Heritage Media | $16,200,000 | Convertible preferred |
| Laser-Pacific | $16,000,000 | Proposed initial public offering |
| Orion Pictures | $285,000,000 | Proposed debt swap |
| Tele-Communications | $332,408,000 | Convertible debt |
| Telemundo | $38,000,000 | Secondary stock |
| Time Warner | $2.1-to-$3.5 billion | Proposed rights offering |
| Tribune | $150,000,000 | Proposed convertible debt |
| Turner | $382,000,000 | Preferred/common swap |
| Viacom | $291,250,000 | Secondary stock |

# CHANGING HANDS

*This week's tabulation of station and system sales ($250,000 and above)*

**WXMX(FM) Upper Arlington (Columbus), Ohio** □ Sold by Twin Rivers Communications Ltd. to Tri-City Radio Ltd. Partners Inc. for $2.5 million. Price includes $2.25 million cash at closing and $250,000 escrow deposit. **Seller** is headed by Mary Mahaffey, and has no other broadcast interests. **Buyer** is headed by Allen Gray, who owns 48% of Dayton Radio Inc., licensee of WYMJ-FM Beavercreek (Dayton), Ohio. WXMX has adult contemporary format on 98.9 mhz with 3 kw and antenna 328 feet above average terrain. *Broker: Stan Raymond Associates.*

**KGEO(AM)-KGFM(FM) Bakersfield, Calif.** □ Sold by Kern Broadcasting Co. to Grapevine Radio Inc. and McGavren-Barro Broadcasting Inc. for total of $1.9 million; FM is selling for $1.5 million. **Seller** is headed by Joseph Zukin Jr., and is minor shareholder in KLIV(AM)-KARA(FM) San Jose-Santa Clara. **Buyer** of AM, Grapevine Radio Inc., is headed by Edward G. Atsinger III and Stuart W. Epperson, and is licensee of KKXX-FM Delano (Bakersfield), Calif. Atsinger and Epperson also head Salem Communications Corp., licensee of 10 AM's and six FM's. **Buyer** of FM, McGavren-Barro Broadcasting, is headed by Mary Helen Barro and Steve McGavren, and is licensee of KAFY(AM) Bakersfield, Calif. *Broker: Media Venture Partners.*

**KRBL(FM) Las Alamos (Albuquerque), N.M.** □ Sold by KKBR Inc. to KRBL Broadcasting Ltd. for $800,000. Price includes $350,000 cash at closing and $450,000 promissory note at 2.5% payable in quarterly intervals. Station was acquired in 1986 for $1.2 million. Assignment to Eldon Broadcasting in November 1990 was dismissed by FCC ("For the Record," May 6). **Seller** is headed by Chris Devine, president of C. Devine Media Corp., licensee of KBER(FM) Ogden, Utah and KXBR(FM) Greenfield, Mo. Devine is also general manager of WFYR-FM Chicago. **Buyer** is headed by Michael Evans, head of Evans Broadcasting with partners Nick Popravsky and Mike Foster. Evans is entrepreneur with several small businesses, Popravsky is in record sales and promotions and Foster is broadcast attorney; this is their first broadcast acquisition. KRBL has AOR format on 98.5 mhz with 100 kw and antenna 1,781 feet above average terrain. *Broker: Norman Fischer & Associates.*

**WHTE(FM) Williamston, N.C.** □ Sold by Sea-Comm Inc. to WHTE Inc. for $750,000. Price includes $651,000 cash at closing, $50,000 earnest money deposit and $49,000 promissory note at 10%. **Seller** is headed by Eric Jorgenson, and has interests in WSFM(FM) Southport (Wilmington), N.C. **Buyer** is headed by Joseph Logan (70%) and L. Gene Gray (30%). Gray owns 50% of Eastern Carolina Broadcasting Co. Inc., licensee of WMBL(AM)-WRHT(FM) Morehead City, N.C. WHTE has religious format on 103.7 mhz with 50 kw and antenna 331 feet above average terrain.

**WKCD(FM) Kittery (Portsmouth-Dover-Rochester, N.H.), Me.** □ CP sold by Outreach Communications Ltd. to Bear Broadcasting Co. for $750,000. Price includes $87,500 cash at closing, $37,500 escrow deposit, $200,000 payable over next four years and $425,000 payable five years after closing. **Seller** is headed by Edward Ockendon, and has no other broadcast interests. **Buyer** is headed by Natale L. Urso, Philip J. Urso, Joseph V.

### PROPOSED STATION TRADES

**By volume and number of sales**

Last Week:

AM's □ **$385,000** □ **5**
FM's □ **$5,500,000** □ **9**
AM-FM's □ **$766,610** □ **4**
TV's □ **$0** □ **0**
Total □ **$6,651,610** □ **18**

Year to Date:

AM's □ **$47,038,668** □ **113**
FM's □ **$87,163,772** □ **123**
AM-FM's □ **$126,050,152** □ **92**
TV's □ **$258,499,000** □ **38**
Total □ **$518,751,592** □ **366**

For 1990 total see Jan. 7, 1991 BROADCASTING.


**Closed:**

**KNUS-AM**

**Denver, CO**
**from**
**Boulder Broadcasting Corporation**
**to**

**Mr. Paul Stebbins**

**QUESTCOM**

**Radio Station Brokerage & Financing Services**

Don Bussell
Gaithersburg, MD
(301) 963-3000

Marc Hand
Denver, CO
(303) 534-3939

### Actions

■ **Dothan, AL** (BPH891005MF)—Granted app. of James Wilson III for 101.3 mhz; 3 kw; ant. 100 m. Address: 2906 Clardy Rd., Dothan, AL 36303. Principal has no other broadcast interests. Action May 24.

■ **Rogersville, AL** (BPH880711MS)—Granted app. of Eugene G. Hutchens for 93.9 mhz; 3 kw H&V; 100 m. Address: 801 E. 2nd St., Tuscumbia, AL 35674. Principal has no other broadcast interests. Action May 29.

■ **Haiku, HI** (BP900405BY)—Granted app. of Latitude 21 Broadcasting for 1570 khz; Address: 490 Ulumalu Rd., Haiku, HI 96708. Principal has no other broadcast interests. Action May 28.

■ **California, MD** (BPH880915NM)—Granted app. of Tidewater Broadcasting Co. Inc. for 102.9 mhz; 3 kw H&V; ant. 100 m. Address: Rte. 2, Box 355B, Hollywood, MD 20636. Principal is headed by Richard A. Myers and has no other broadcast interests. Action May 23.

■ **Garapan-Saipan, MP** (BPH890103MA)—Granted app. of Serafin Delacruz for 99.5 mhz; 100; 429 m. Address: P.O. Box 2632, Saipan, MP 96950. Principal has no other broadcast interests. Action May 30.

■ **St. Robert, MO** (BPH890706MD)—Granted app. of Neil A. Rones and Lyann C. Dahl for 96.5 mhz; 3 kw; ant. 100 m. Address: 1268 Mautenne, St. Louis, MO 63021. Principal has no other broadcast interests. Action May 31.

■ **Floresville, TX** (BPED900824MO)—Returned app. of Wilson County Educational Foundation Inc. for 89.7 mhz; 9 kw; ant. 42 m. Address: 1905 Tenth St., Floresville, TX 78114. Principal is headed by A.B. Gonzalez, Cissy Gonzalez and John A. Gonzalez. A.B. Gonzalez, D/B/A Wilson County Broadcasting Co., is sole owner of KWCB(FM) Floresville, TX. Action May 24.

■ **Franklin, TX** (BPH890718MB)—Granted app. of Franklin Community Broadcasting for 98.9 mhz; 3 kw; ant. 100 m. Address: 839 Timber Cove, Seabrook, TX 77586. Principal has no other broadcast interests. Action May 28.

■ **Petersburg, VA** (BPH880630MQ)—Granted app. of Sandra M. Adair Vaughan for 100.3 mhz; 3 kw H&V; ant. 100 m. Address: 2017 Dodson Rd., Petersburg, VA 23805. Principal has no other broadcast interests. Action May 29.

■ **Verona, WI** (BPH881214MK)—Granted app. of Janice and Ronald Fedler for 105.5 mhz; 3 kw; ant. 100 m. Address: 7842 Big Timber Trail, Middleton, WI 53562. Principal has no other broadcast interests. Action May 21.

■ **Whitewater, WI** (BPH880825MO)—Granted app. of State Long Distance Tel. Co. for 104.5 mhz; 3 kw H&V; ant. 100 m. Address: 216 W. Walworth St., Elkhorn, WI 53121. Principal is headed by William C. Wiswell and has no other broadcast interests. Action May 29.

## FACILITIES CHANGES

### Applications

#### AM

■ **Norton, VA** WNVA(AM) 1350 khz—May 20 application for CP to correct coordinates to: 36 57 58N 82 35 17W.

#### FM's

■ **Tuscaloosa, AL** WACT-FM 105.5 mhz—May 24 application for CP to change ERP: 10 m.; ant.: 155.2 (H&V); change TL: .5 km SE of the intersection of Hwy. 69 and Yellow Creek Church Rd. in section 18, T19S, R9W, AL; change to class C3.

■ **Yuma, AZ** (no call letters) 88.1 mhz—May 21 application for mod. of CP (BPED890622MA) to change ant.: 73 m.; change TL: Ave. 4E, County 13 St., Yuma, AZ.

■ **Helena, AR** KCRI-FM 103.1 mhz—May 23 application for CP to change ERP: 13 kw H&V; ant.: 97 m.; change to class C3 (per docket #89-531).

■ **Greenacres, CA** KAXL(FM) 88.3 mhz—May 21 application for mod. of CP (BPED851104MB) to change ERP: 21.14 kw H&V; ant.: 100 m.; TL: 10.7 km SE of Shafter, CA at 157 degrees (T); change class to 202B1.

■ **Winfield, KS** KWKS(FM) 105.5 mhz—May 14 application for CP to change channel to 300C2 (per docket #89-477).

■ **Glasgow, KY** WWWQ(FM) 105.5 mhz—May 20 application for CP to change freq: 105.3 mhz; change channel and class to 287C3 (per docket #90-210).

■ **Saginaw, MI** (no call letters) 104.5 mhz—May 22 application for mod. of CP (BPH880825NO) to change ERP: 2.45 kw H&V; change ant.: 143 m.

■ **St. Peter, MN** KRBI-FM 105.5 mhz—May 17 application for CP to change ERP: 6 kw H&V; ant.: 100 m.; TL: 3.3 km from Saint Peter, MN, at bearing of 69.3 degrees.

■ **Baldwyn, MS** WESE(FM) 95.9 mhz—May 21 application (BPH910521IC) for CP to change ERP: 5.4 kw H&V; ant.: 100 m H&V.

■ **Branson, MO** KRZK(FM) 106.3 mhz—May 20 application for mod. of CP (BPH901224IJ) to change ant.: 169 m.; change TL: .33 mi N of U.S. Hwy. 160, .47 mi NE of intersection of U.S. 160 and State Hwy. 176, 2.1 mi NNW of Rockaway Beach, MO.

■ **Patchogue, NY** WALK-FM 97.5 mhz—May 24 application for CP to make changes: modify composite directional antenna pattern of authorized ERI LP-4AC-DA-SP antenna.

■ **Louisburg, NC** WHLQ(FM) 102.5 mhz—May 22 application for CP to change ERP: 6 kw H&V.

■ **Sellersville, PA** WBYO(FM) 88.7 mhz—May 21 application for mod. of CP (BPED870514MN) to change ERP: 1.2 kw V; change ant.: 104 m V.

■ **Hormigueros, PR** WBOZ-FM 92.1 mhz—May 23 application for CP to change ERP: 6 kw H&V.

■ **Gatlinburg, TN** WDLY(FM) 105.5 mhz—May 17 application for mod. of CP (BPH910311IB) to change ERP: 0.530 kw H&V; change ant.: 322 m.

■ **Vernal, UT** KUIN(FM) 92.7 mhz—May 17 application for CP to change ERP: 7.4 kw H&V.

■ **Harrisonburg, VA** WKCY-FM 104.3 mhz—May 20 application for CP to change ant.: 125 m; TL: Narrow Black Mtn. 4.8 km N of Stokesville, VA; change to nondirectional.

# SUMMARY OF BROADCASTING & CABLE

## BROADCASTING

| SERVICE | ON AIR | CP's [1] | TOTAL * |
|---|---|---|---|
| Commercial AM | 4,986 | 241 | 5,227 |
| Commercial FM | 4,449 | 976 | 5,425 |
| Educational FM | 1,459 | 294 | 1,753 |
| Total Radio | 10,894 | 1,511 | 12,405 |
| Commercial VHF TV | 554 | 20 | 574 |
| Commercial UHF TV | 570 | 173 | 743 |
| Educational VHF TV | 124 | 3 | 127 |
| Educational UHF TV | 230 | 13 | 243 |
| ■ Total TV | 1,478 | 209 | 1,687 |
| VHF LPTV | 201 | 163 | 364 |
| UHF LPTV | 694 | 903 | 1,597 |
| ■ Total LPTV | 895 | 1,066 | 1,961 |
| FM translators | 1,860 | 348 | 2,208 |
| VHF translators | 2,712 | 87 | 2,799 |
| UHF translators | 2,312 | 320 | 2,632 |

## CABLE

| | |
|---|---|
| Total subscribers | 53,900,000 |
| Homes passed | 71,300,000 |
| Total systems | 10,823 |
| Household penetration† | 58.6% |
| Pay cable penetration | 29.2% |

* Includes off-air licenses. † Penetration percentages are of TV household universe of 92.1 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link. Source: Nielsen and Broadcasting's own research.